Tetiana Bilushchak✉, Sofia Kolos

Lviv Polytechnic National University

Functioning of book trailers in the development of literary tourism popularization in the context of hashtag analysis

Summary. Based on the analysis of hashtags, it was found that the use of a multimedia format of book presentation as a book trailer on social networks is an effective means of promoting literary tourism. With the help of the "goal tree" method, an information model of the functioning of book trailers in the development of literary tourism popularization was created. The creation of a "goal tree" in the study provided an opportunity at the stage of information modeling to show the subordination and relationship of goals, which demonstrates the division of the overall goal into sub-goals, objectives and individual actions.

Key words: multimedia presentation, social networks, video advertising of books, book trailer, hashtags, statistics, literary tourism

Introduction

In today's conditions, the level of interest in literary tourism as a kind of cultural tourism is growing. People buy special literary tours in order to get acquainted with the life and work of your favorite writer, to get a bright unforgettable experience.

The relevance of the research topic is that in the conditions of informatization of society the role of visual communication means grows. The tendency to increase the demand of the audience for a visual message that better presents information and attracts more attention, contributed to the emergence of such an advertising and presentation nature of book production as a book trailer.

The purpose of the study is to identify the popularity and interest among users of social networks in the multimedia format of the book presentation as a book trailer using hashtags.

To achieve this goal it is necessary to perform the following tasks: to carry out an analytical review of scientific papers that investigated the development of multimedia formats for the presentation of authors' works as a means of promoting books and reading; to analyze the current state of interest in multimedia formats for promoting books as a book trailer on social networks.

✉ tetiana.m.bilushchak@lpnu.ua

Related Works

Comprehensive analysis and study of the book trailers functioning in the development of the literary tourism promotion for a long time is not fully discovered. All researches that in one way or another concerned the study of book trailers were carried out within certain topics, however, were significant contributions to our further researches.

The potential of library funds in the marketing strategy of cultural tourism promotion was studied by M. Shackley[1], S. Sheikh[2], L. Yang, L. Xiaodong[3], I. Yankova, D. Stoykova[4], K. Tokić, I. Tokić[5], G. Moiteiro[6]. In particular, T. Bilushchak[7] considered determining the expediency of using multimedia products of library institutions in the marketing strategy of cultural tourism popularization of Lviv region. The author outlines the stages of the library marketing strategy to promote cultural tourism in Lviv region and attract the target audience through multimedia products, namely book trailers, story tellings, long reads, scribings, virtual exhibitions.

A separate area of research is formed by the scientific works of V. Akydzhy[8], N. Vovk[9], O. Kosachova[10], S. Vorobel, in which the marketing services of libraries in the new media environment are studied. In particular, O. Kosachova's research in which the trailer is studied in the system of social communication – interaction (movement of material and ideal objects) between subjects (author of the book, author of the trailer and recipient (the reader), mediated by the object – the book trailer. It has been established that if the book trailer conveyed the information to the reader so effectively that he

[1] M. Shackley: Too much room at the inn?, Annals of Tourism Research 1996, no 23, pp. 449–462.

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came to the library for the book, the communication took place. The book trailer is not only a mediator between the library and the reader, but also between the author and the reader.

An effective strategy for using hashtags in Internet communication for personal and corporate branding was considered by S. Fedushko, Y. Syerov, S. Kolos[11, 12], K. Ryabova[13]. The role of literary tourism was explored by Fr. Benny James[14], Yu. Polycarpova[15], M. Robinson, H.Ch. Andersen[16]. It is established that the most obvious commonality of literature and tourism is that they are ways of learning about cultural heritage.

Research methods

To solve the tasks set in the work, a theoretical analysis of the scientific literature on the development of multimedia formats for book presentation was conducted; also to achieve this goal in the work used a methodology based on the use of general and special methods of cognition. Methods of analysis and synthesis were used to identify the scientific and theoretical foundations of the development of the media environment as a means of popularizing books and interaction of readers with authors; statistical methods of comparative analysis – in the study of the level of interest of social networks users in multimedia presentations of books in the format of book trailers using appropriate hashtags. Using the "goal tree" method to reflect the process of trailers functioning in the development of literary tourism, which determines the alternative solutions, the state of the solution and their corresponding probabilities of return for each combination of alternatives and states of solutions.

Results of the research

So, the book trailer is a short video based on the book, designed to tell about the book and interest a potential reader. Common book trailer formats include: actors who perform scenes from a book similar to a movie trailer, a full production trailer, flash video, animation, or simple still photos set to music with text conveying the book's plot.

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This is different from author readings and interviews, which consist of videos of the author that tell about a part of their writing or interview. Therefore, this trend with the help of a short video gives you an understanding whether this book is worth reading or not. This multimedia format fits perfectly into the pace of our modern progress, because such content is mainly distributed on such social networks as Facebook, Instagram and Twitter. This trend is also common on YouTube video hosting. To explore how popular is the book trailer trend, we will use hashtags. Such research can be useful not only for readers, but also for writers who want to promote their work.

The most optimal will be to search for and enter this hashtag in English, then it will reach a larger target audience that uses Latin (Fig. 1).
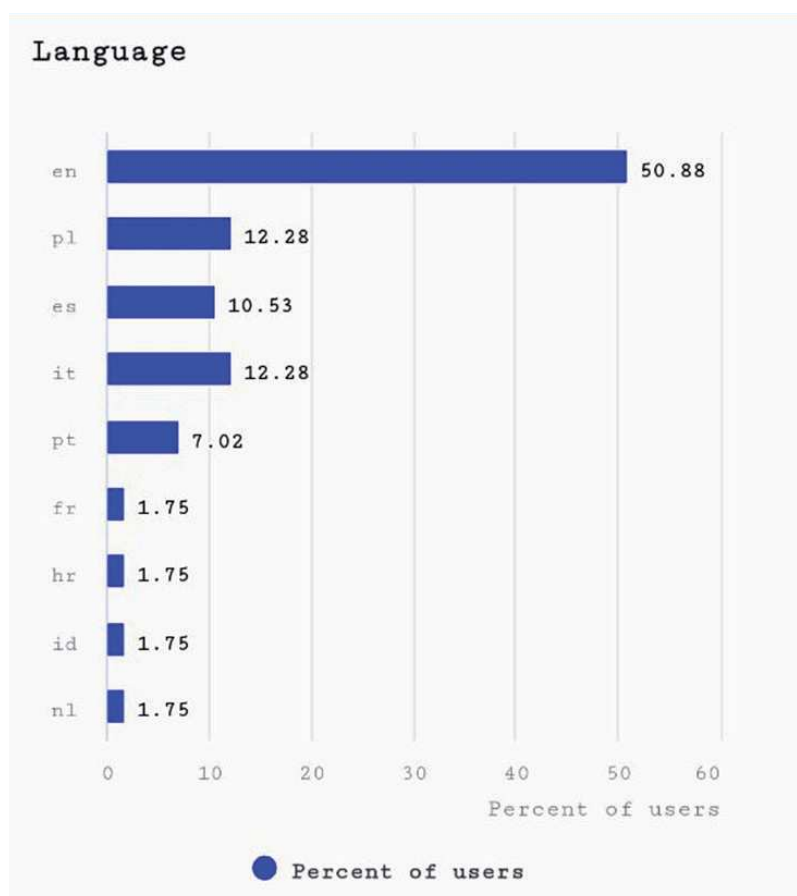

Figure 1. Percent of users of hashtag #booktrailer in different languages

Source: own author's research, based on data.

Figure 2 shows that the largest peak in the use of the hashtag #booktrailer we received at the beginning of the quarantine in such social networks as Twitter and Instagram (verified using the resource Keyhole). Being on self-isolation, people began to pay more attention to books, so this trend has become very popular. 36,000 posts used this hashtag; 22,400 users and 247,900,000 reach in total. That's the analytics for hashtag #booktrailer.
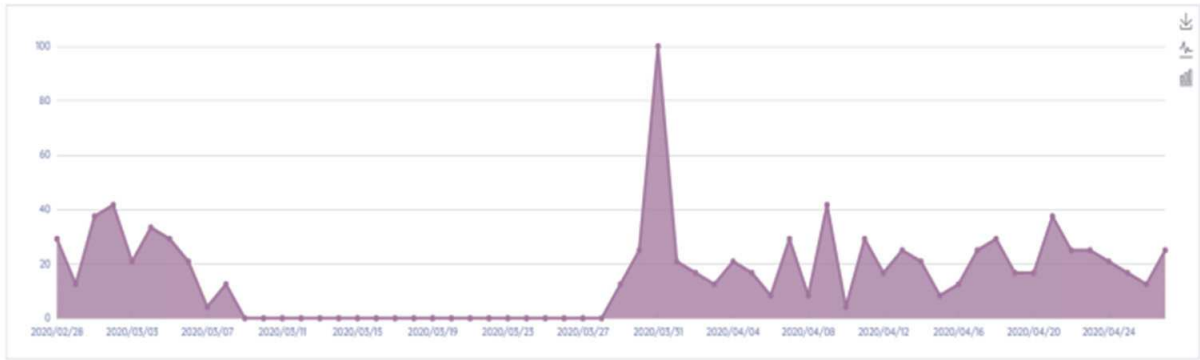
Analytics

Figure 2. Statistics of hashtag #booktrailer

Source: own author's research, based on service Keyhole – Hashtag Tracking for Twitter, Instagram and Facebook.

This trend is suitable for the format of the Instagram network, because in a short video you can convey the content of the book and thus attract the attention of new readers. Figure 3 shows the number of public posts (48,000) using the hashtag #booktrailer only in this network. Also, here is a list of similar hashtags.
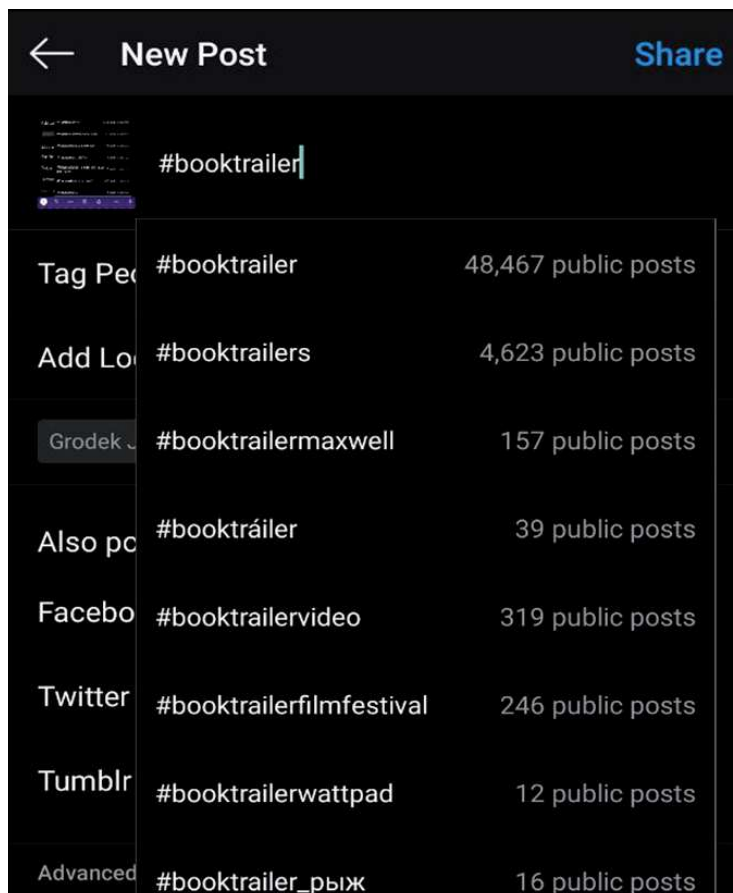

Figure 3. Hashtag #booktrailer in Instagram

Source: own author's research, based on data.

The social network Twitter is mainly specializing at instant messages and news, so this trend is implemented as book advertising. Every hour about 100 unique posts appear on Twitter, stimulating users to read books, 882,000 post reach and 1,300,000 reactions to these posts (Fig. 4).
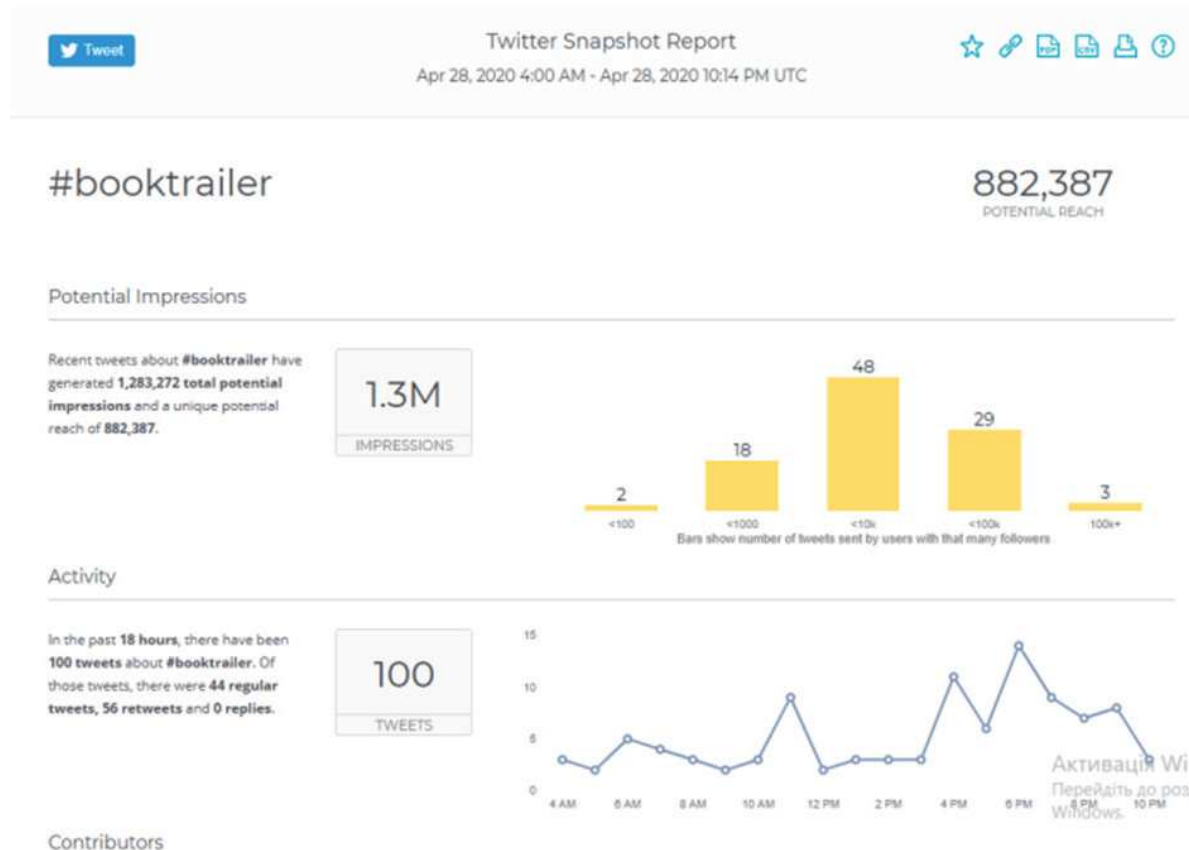

Figure 4. Statistics of hashtag #booktrailer in Twitter

Source: own author's research, based on service – Free Twitter snapshot report from Union Metrics.

As we can see on Figure 5, this hashtag is mostly used on Twitter and Instagram, but not on Facebook. The results showed that these two networks are most focused on hashtags that were founded on Twitter, the communities on Instagram were built on hashtags. Facebook has a completely different privacy policy. Therefore, not all resources show how often hashtags were used on Facebook, because they are mostly personal accounts, in contrast to public ones on other social networks.

To visualize the dependencies and relationships of goals, which represents the distribution of the main goal or task or individual actions, use the tree of goals (Fig. 6). The goal tree is an information model of the project in the form of a diagram that reflects the idea of the main goal in the form of sub-goals.

The main goal in developing a "goal tree" was the functioning of book trailers in the development of literary tourism. After that, it was divided into three goals according to the order of their implementation. Thus, performing step-by-step tasks achieved these goals and ultimately the main purpose.
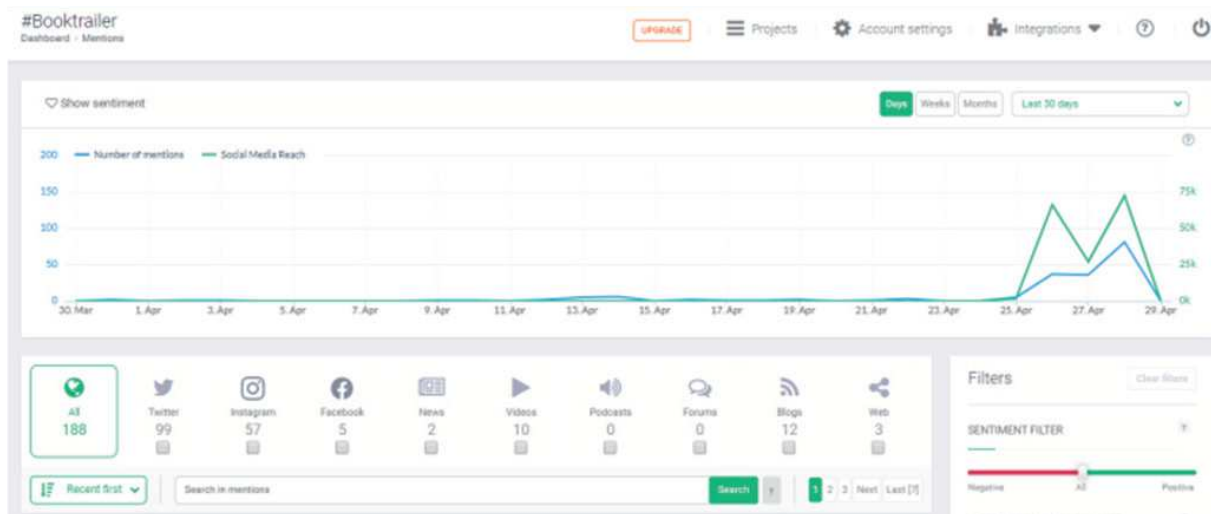
Figure 5. Statistics of hashtag #booktrailer in different social networks

Source: own author's research, based on service Brand24 – Hashtag Tracking for Twitter, Instagram and Facebook .
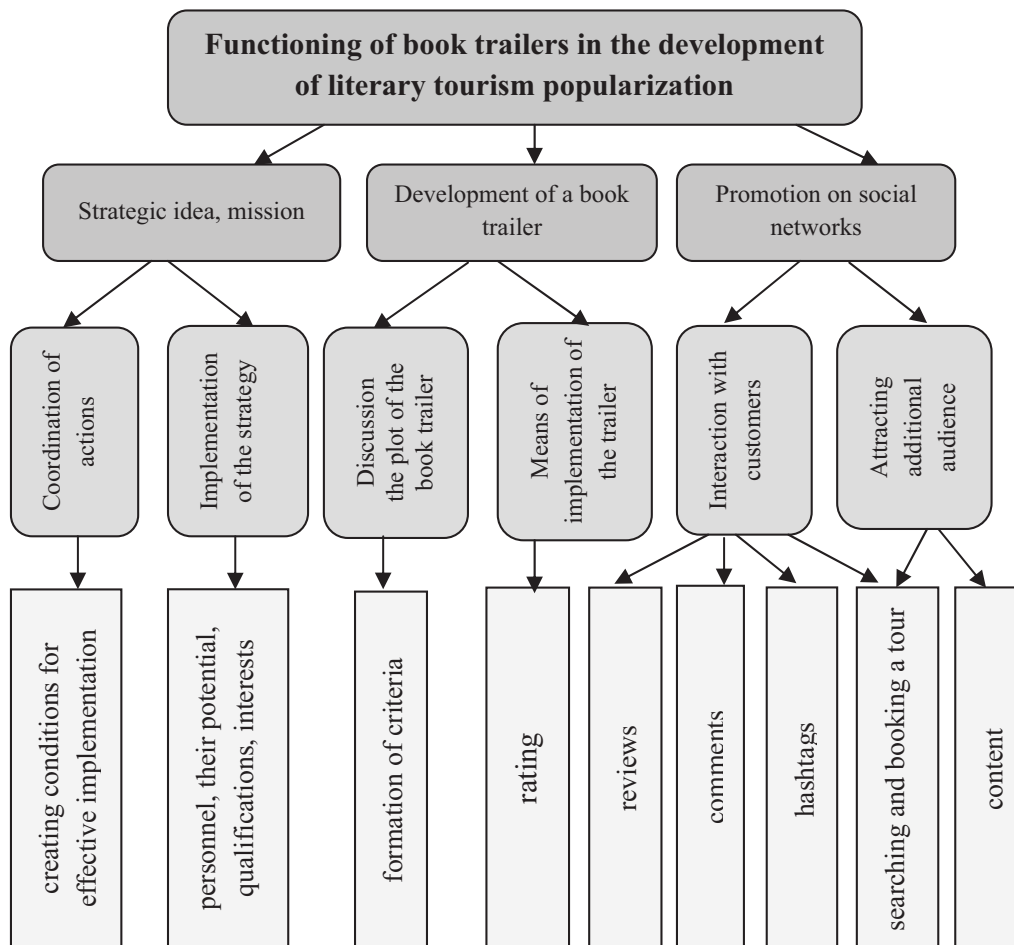

Figure 6. Creating a "goal tree"

Source: developed by authors.

Conclusions

Thus, the creation of book trailers implements interactivity, will provide a separate visual perception of the content of the book. The structure of video, photo, audio content will not reveal the content of the book, but will encourage you to read the full version of the book or visit places and plan tourist routes.

The study found that the trend under the hashtag #booktrailer gained popularity abroad a few years ago, and now it is on a fairly high rating due to the quarantine conditions imposed in connection with the coronavirus pandemic (COVID-2019). Comparing different social networks, we can say that the best audience for the trend's interest and popularization is Instagram and Twitter.

Thus, observing the high interest of social media users in such a multimedia format of book presentations as a book trailer will allow to pay attention and revive previously forgotten names, monuments and events, to re-evaluate the historical heritage. Therefore, for most Ukrainian regions and regions outside Ukraine, the focus on cultural, in particular, literary tourism is becoming one of the real opportunities for economic, social and cultural prosperity for a particular region.

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